

KWBG is the only commercial radio station in Boone County, Iowa. Because of that, we focus on bringing the issues of most concern to Boone County residents to the forefront.

Local news is so key to what we do day in and day out, that we even have it in our slogan: "Local News Radio...County wide, every day."

Over 20% of our daily programming is local news. Per week, KWBG provides our listeners with nearly 150 newscasts. In addition, our website offers daily local news headlines and funeral announcements.

From 8:40 to 9:00am, Monday through Friday, KWBG airs our News and Public Affairs program "Tuned In." The primary focus is to give more background information on topics that concern our listeners. Community leaders, political leaders, and school officials discuss in depth the most recent happenings in their domains. These leaders give monthly updates. The phone lines are open to those who would like to call in with questions. "Tuned In" is the reporting vehicle. Our daily newscasts include the times, location and agenda for all area City Council, County Supervisor and School Board meetings and sub-committee meetings.

To determine what additional news topics shall be covered, our news director communicates with our community leaders on a weekly basis. This is in addition to our open door policy for public concerns. Network programming takes a back seat to local candidate public forums, in-studio debates, live coverage of community happenings such as the United Way Soup Supper Fundraiser and no fewer than 3 local athletic events in any given week.

Our emergency and weather programming consists of monitoring the National Weather Service and local officials to keep our listeners informed with what to expect as well as how to keep themselves safe. Most recently, the entire county was struck by severe thunderstorms. As the only local electronic news source, we let people know where the brunt of the storms were, how to protect their loved ones and the trouble spots in terms of downed trees and power outages. While we were on the air, we took calls thanking us for our informative coverage delivered in such a comforting way. The thank yous continued coming in for the next few weeks. In addition to local announcers offering weather warnings, we participate in EAS and AMBER alerts as a monitoring station.

During each political season, we offer each candidate the opportunity to be on the air in a question and answer session. The result has been a mix of one-on-one interviews or head to head debates. Each candidate in each race is offered the same amount of time and format. To the best of our recollection, none has declined. As a follow up, those elected to represent us on a state level are interviewed while the Legislature is in session. These occur during our Tuned In program and the public is welcome to call in questions.

As a part of our service to the community, KWBG live broadcasts local parades, sporting events for 3 high schools (focusing on the away games for those unable to travel the up to two hours to get from one side of the region to the other!), the local community college sports and informational seminars, the county fair, community fundraisers (such as United Way, The Humane Society, the Lions Breakfast, Fire Prevention week Open House at the Fire Department) and much more. In addition to serving the public in a broadcast sense, our staff members take leadership roles with our Chamber, community festival, Convention and Visitors Bureau, Community Resource Center, The Keep Boone County Beautiful Committee and church councils. One of our weekly programs, "Health Talk" features area experts from Public Health, the Boone County Hospital, the Des

Moines Heart Center, area doctors, nutritionists, Boone County Emergency Services and more.